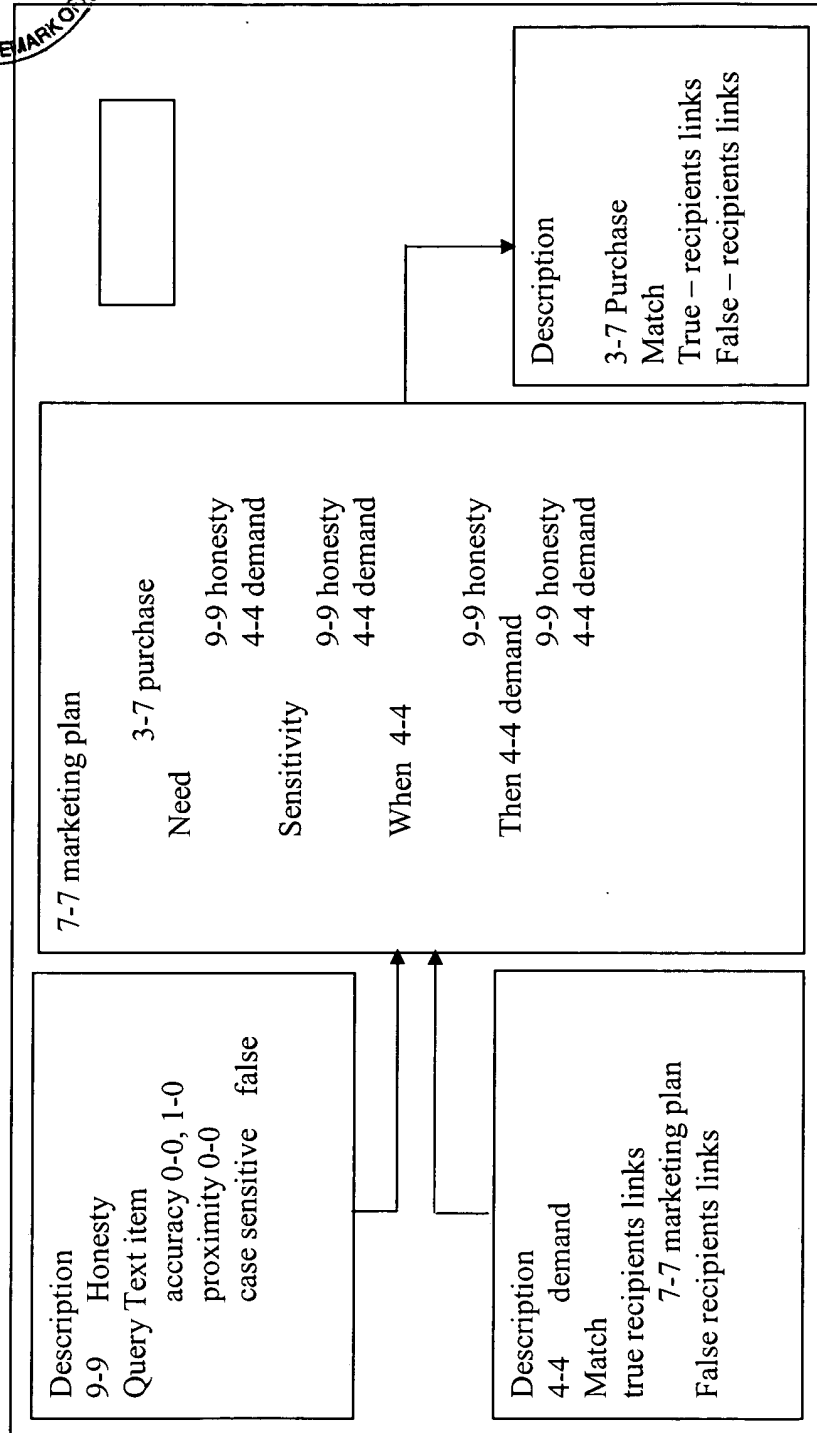



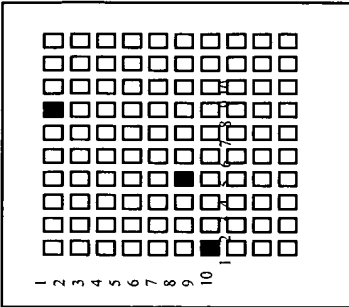


Figure 5



|                     |                       |
|---------------------|-----------------------|
| Description         |                       |
| Add reports         | null UID              |
| Add messages        | null UID              |
| Feed links          |                       |
| London Times        |                       |
| Product VP's emails |                       |
| Runtime start       | Wed oct 10            |
|                     | 10 -55 -33            |
|                     | GMT 10:00 2001        |
| Stop                | 0 days 1 Year         |
|                     | 0 hour 0 min 0 second |
| Interval            | 1 day                 |
| Recipients links    |                       |
| Marketing VP        |                       |





The screenshot shows a table with 10 rows and 20 columns of checkboxes. The first column contains row numbers 1 through 10. In row 1, the 1st checkbox is checked. In row 2, the 11th checkbox is checked. In row 3, the 11th checkbox is checked. In row 4, the 11th checkbox is checked. In row 5, the 11th checkbox is checked. In row 6, the 11th checkbox is checked. In row 7, the 11th checkbox is checked. In row 8, the 11th checkbox is checked. In row 9, the 11th checkbox is checked. In row 10, the 11th checkbox is checked.

Start Stop Pause

10/10/2001 21:32:31

Message to recipients

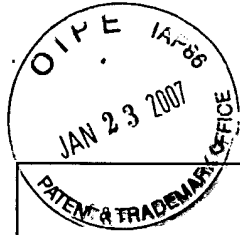
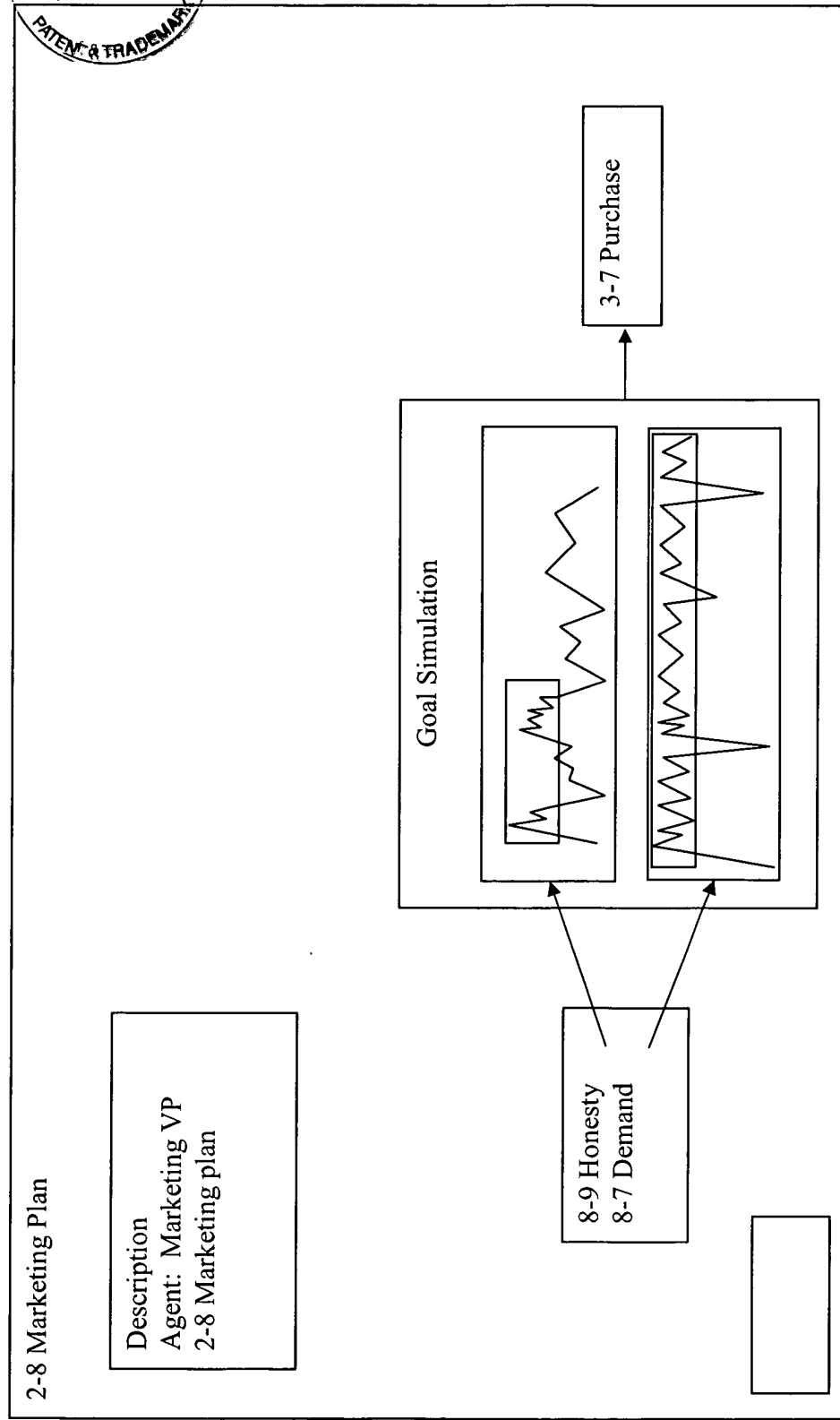


Figure 7



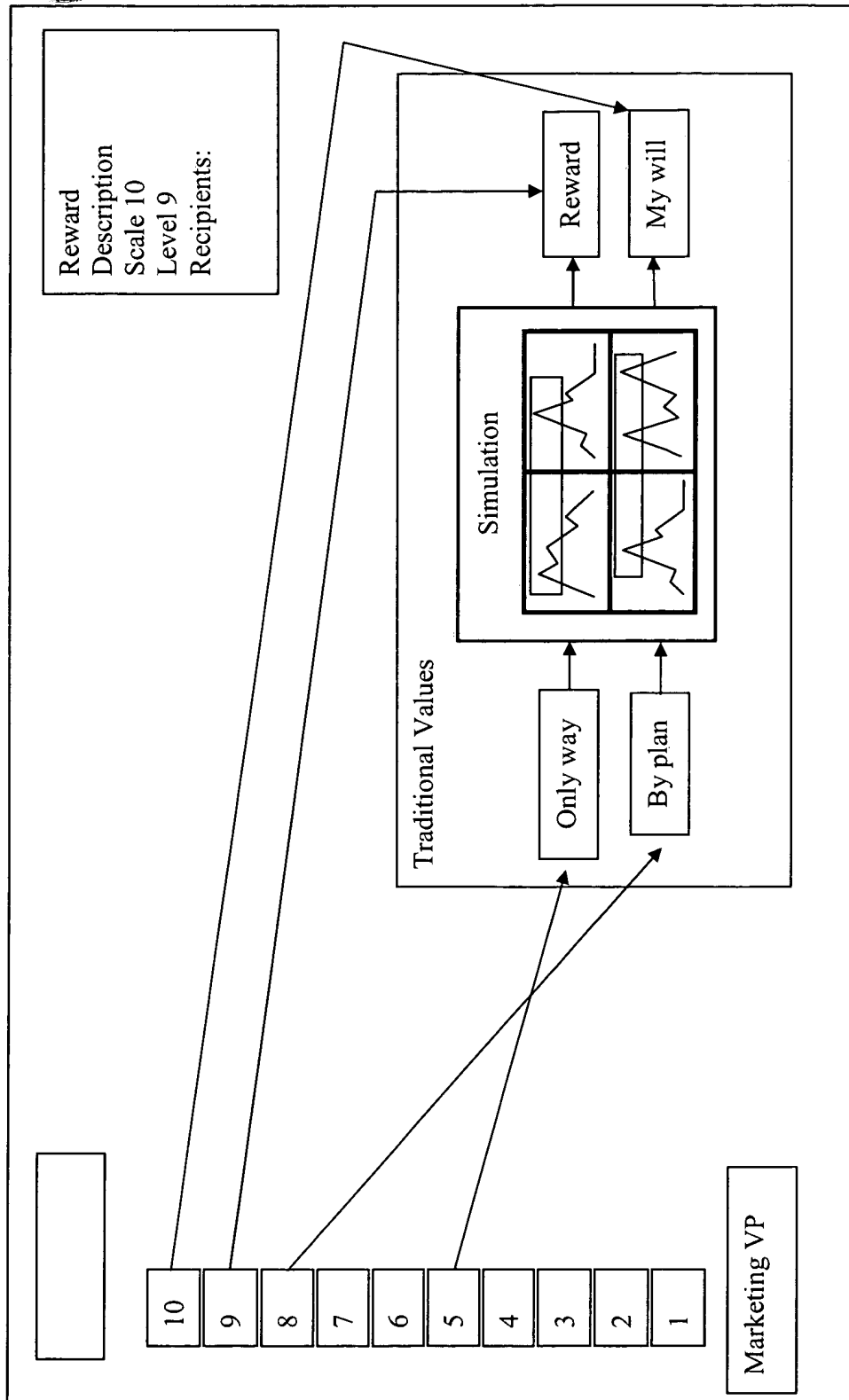
The diagram illustrates the routing of a behavior expression through three stages of evaluation and planning. Each stage is represented by a vertical column of numbers 1 through 10.

- Marketing VP:** The first column. An arrow points from the number 5 to a box labeled "My plan".
- Marketing Plan Evaluation:** The second column. An arrow points from the number 7 to a box labeled "Best plan".
- Incentive plan:** The third column. An arrow points from the number 9 to a box labeled "My Reward".

At the bottom, a box labeled "Behavior Expression: 5:7:9" indicates the sequence of numbers used in the routing process.



Figure 9



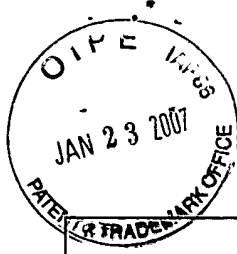


Figure 12

